

**AMENDMENTS TO THE CLAIMS**

The listing of claims below replaces all prior listings of claims in the application.

- 1 1. (Cancelled).
- 1 2. (Currently Amended) The method of claim 4 59, further comprising using the  
2 computer system to:  
3 rank the prospect lists identified in the database and associated with the at least one  
4 other list purchaser based on predetermined factors.
- 1 3. (Currently Amended) The method of claim 4 59, further comprising using a computer  
2 system to:  
3 remove duplicate prospective customers from the targeted list of prospective  
4 customers.
- 1 4. (Currently Amended) The method of claim 4 59, wherein the database of prospective  
2 customers is a computer database available over a computer network via client computers  
3 to a plurality of list purchasers.
- 1 5. (Currently Amended) The method of claim 4 59, wherein using the computer system to  
2 provide access to the first list purchaser includes using the computer system to:  
3 distribute the targeted list of prospective customers to the first list purchaser.
- 1 6. (Currently Amended) The method of claim 4 59, wherein providing access to the first  
2 list purchaser includes  
3 distributing the targeted list of prospective customers to a third party associated  
4 with the first list purchaser.
- 1 7. (Original) The method of claim 6, wherein the third party contacts prospective  
2 customers on behalf of the first list purchaser.

1 8. (Previously presented) The method of claim 6, wherein the third party stores the  
2 targeted list of prospective customers on a storage medium and delivers the storage  
3 medium to the first list purchaser.

1 9. (Cancelled).

1 10. (Currently Amended) The computer-readable storage medium of claim 9 60, further  
2 comprising processing instructions for directing the computer to  
3 rank the prospect lists identified in the database and associated with the at least one  
4 other list purchaser based on predetermined factors.

1 11. (Currently Amended) The computer-readable storage medium of claim 9 60, further  
2 comprising processing instructions for directing the computer to  
3 remove duplicate prospective customers from the targeted list of prospective  
4 customers.

1 12. (Currently Amended) The computer-readable storage medium of claim 9 60, wherein  
2 the database is a computer database of prospective customers available over a computer  
3 network via client computers to a plurality of list purchasers.

1 13. (Original) The computer-readable storage medium of claim 12, wherein the database  
2 of prospective customers is coupled to the computer over a computer network.

1 14-16. (Cancelled).

1 17. (Currently Amended) The system of claim 14 61, wherein the prospect list identifies  
2 at least one of the at least one other list purchaser based on additional predetermined  
3 criteria relating the ~~at least one of the~~ at least one other list purchaser to the first list  
4 purchaser.

1 18. (Currently Amended) The system of claim 17, wherein the predetermined criteria  
2 concerns a business of the first list purchaser and ~~the at least one of the at least one other~~  
3 list purchaser.

1 19-32. (Cancelled).

1 33. (Currently Amended) A method for generating a targeted list of prospective  
2 customers for a first list purchaser, the method comprising:  
3 using a computer system to:  
4 identify, in a computer database of prospect lists, a successful list of  
5 prospective customers that ~~was used by~~ the computer database associates with the first list  
6 purchaser and ~~that is associated with data indicating that the list was successful for the first~~  
7 ~~list purchaser based on feedback from~~ that indicate that the first list purchaser reported a  
8 successful use of that prospect list;

9 identify, in the computer database, at least one other prospect list that  
10 includes at least one of the prospective customers included in the successful list of  
11 prospective customers for the first list purchaser; and

12 provide ~~access~~ to the first list purchaser access to a targeted list of  
13 prospective customers, the targeted list including at least one of the prospective customers  
14 from the at least one other prospect list.

1 34. (Previously presented) The method of claim 33, wherein each of the prospective  
2 customers stored in the computer database is assigned a unique known party ID and  
3 wherein using the computer system to identify the at least one other prospect list includes  
4 using the computer system to:

5 identify, in the database, prospective customers that have the same known party ID  
6 as the known party ID assigned to at least one of the prospective customers from the  
7 successful list of prospective customers for the first list purchaser.

1 35. (Previously presented) The method of claim 33, wherein using the computer system to  
2 identify the at least one other prospect list includes using the computer system to:

3 identify, in the database, prospective customers having at least one attribute similar  
4 to at least one attribute of at least one of the prospective customers from the successful list  
5 of prospective customers for the first list purchaser.

1 36. (Previously presented) The method of claim 33, further comprising using the  
2 computer system to:

3 rank the at least one other prospect list identified in the computer database based on  
4 predetermined factors.

1 37. (Previously presented) The method of claim 33, further comprising using the  
2 computer system to:

3 remove duplicate prospective customers from the targeted list of prospective  
4 customers.

1 38. (Previously presented) The method of claim 33, wherein using the computer system to  
2 provide access to the first list purchaser includes using the computer system to:

3 distribute the targeted list of prospective customers to the first list purchaser.

1 39. (Previously presented) The method of claim 33, wherein using the computer system to  
2 provide access to the first list purchaser includes using the computer system to:

3 distribute the targeted list of prospective customers to a third party associated with  
4 the first list purchaser.

1 40. (Original) The method of claim 39, wherein the third party contacts prospective  
2 customers on behalf of the first list purchaser.

1 41. (Original) The method of claim 39, wherein the third party stores the targeted list of  
2 prospective customers on a storage medium and delivers the storage medium to the first  
3 list purchaser.

1 42. (Previously presented) The method of claim 33, further comprising using the  
2 computer system to:  
3 solicit feedback from the first list purchaser to evaluate success of the targeted list  
4 provided to the first list purchaser.

1 43. (Previously presented) The method of claim 42, further comprising using the  
2 computer system to:  
3 store the feedback from the first list purchaser in the computer database.

1 44. (Canceled)

1 45. (Currently Amended) A computer-readable storage medium encoded with processing  
2 instructions for directing a computer to:

3 identify, in a computer database of prospect lists, a successful list of prospective  
4 customers that ~~was used by~~ the computer database associates with the first list purchaser  
5 and ~~that is associated with data indicating that the list was successful for the first list~~  
6 ~~purchaser based on feedback from~~ that indicate that the first list purchaser reported a  
7 successful use of that prospect list;

8 identify, in the computer database, at least one other prospect list that includes at  
9 least one of the prospective customers included in the successful list of prospective  
10 customers for the first list purchaser; and

11 provide ~~access~~ to the first list purchaser access to a targeted list of prospective  
12 customers, the targeted list including at least one of the prospective customers from the at  
13 least one other prospect list.

1 46. (Previously presented) The computer-readable storage medium of claim 45, wherein  
2 each of the prospective customers stored in the computer database is assigned a unique  
3 known party ID and further comprising processing instructions for directing the computer  
4 to

5           identify, in the database, prospective customers that have the same known party ID  
6   as the known party ID assigned to at least one of the prospective customers from the  
7   successful list of prospective customers for the first list purchaser.

1   47. (Previously presented) The computer-readable storage medium of claim 45, wherein  
2   the processing instructions for directing the computer to identify the at least one other  
3   prospect list includes processing instructions for directing the computer to  
4           identify, in the database, prospective customers having at least one attribute similar  
5   to at least one attribute of at least one of the prospective customers from the successful list  
6   of prospective customers for the first list purchaser.

1   48. (Previously presented) The computer-readable storage medium of claim 45, further  
2   comprising processing instructions for directing the computer to  
3           rank the at least one other prospect list identified in the computer database based on  
4   predetermined factors.

1   49. (Original) The computer-readable storage medium of claim 45, further comprising  
2   processing instructions for directing the computer to  
3           removing duplicate prospective customers from the targeted list of prospective  
4   customers.

1   50. (Previously presented) The computer-readable storage medium of claim 45, further  
2   comprising processing instructions for directing the computer to  
3           solicit feedback from the first list purchaser to evaluate success of the targeted list  
4   provided to the first list purchaser.

1   51. (Original) The computer-readable storage medium of claim 50, further comprising  
2   processing instructions for directing the computer to  
3           store the feedback from the first list purchaser in the computer database.

1 52. (Original) The computer-readable storage medium of claim 51, wherein identifying a  
2 successful list of prospective customers for the first list purchaser is based on the feedback  
3 from the first list purchaser stored in the computer database.

1 53-55. (Canceled)

1 56. (Currently Amended) The computer system of claim ~~53~~ 62, wherein the means for  
2 generating the targeted list is configured to identify at least one of the at least one other list  
3 purchaser based on additional predetermined criteria relating the at least one of the at least  
4 one other list purchaser to the first list purchaser.

1 57. (Currently Amended) The computer system of claim ~~53~~ 62, wherein the  
2 predetermined criteria concerns a business of the first list purchaser and the at least one of  
3 the at least one other list purchaser.

1 58. (Canceled).

1 59. (New) A method for generating a targeted list of prospective customers for a first list  
2 purchaser, the method comprising:

3 providing in a computer-readable medium a database of prospect lists of  
4 prospective purchasers, the database associating with each of a plurality of the prospect  
5 lists (i) at least one list purchaser who used the prospect list and (ii) for each list purchaser  
6 who used that prospect list, data that indicate whether feedback from the list purchaser  
7 reported a successful use of that prospect list; and

8 using a computer system to:

9 identify, in the database of prospect lists, at least one said prospect list that  
10 the database associates with the first list purchaser and with data that indicate that the first  
11 list purchaser reported a successful use of that prospect list, thereby forming a first list  
12 group of which each member is a prospect list thus identified;

13                   identify, in the database of prospect lists, at least one other list purchaser  
14 indicated by the data to have reported a successful use of a list in the first list group;  
15                   for each such other list purchaser, identify, in the database of prospect lists,  
16 one or more prospect lists of which a successful use is indicated by the data to have been  
17 reported by that other list purchaser; and  
18                   provide the first list purchaser access to a targeted list of prospective  
19 customers drawn from among a second list group consisting of at least one prospect list  
20 thus identified.

1   60.   (New) A computer-readable storage medium encoded with processing instructions  
2 for directing a computer to:

3                   communicate with a database of prospect lists of prospective purchasers, the  
4 database associating with each of a plurality of the prospect lists (i) at least one list  
5 purchaser who used the prospect list and (ii) for each list purchaser who used that prospect  
6 list, data that indicate whether feedback from the list purchaser reported a successful use of  
7 that prospect list; and

8                   identify, in the database of prospect lists, at least one said prospect list that the  
9 database associates with the first list purchaser and with data that indicate that the first list  
10 purchaser reported a successful use of that prospect list, thereby forming a first list group  
11 of which each member is a prospect list thus identified;

12                   identify, in the database of prospect lists, at least one other list purchaser indicated  
13 by the data to have reported a successful use of a list in the first list group;

14                   for each such other list purchaser, identify, in the database of prospect lists, one or  
15 more prospect lists of which a successful use is indicated by the data to have been reported  
16 by that other list purchaser; and

17                   provide the first list purchaser access to a targeted list of prospective customers  
18 drawn from among a second list group consisting of at least one prospect list thus  
19 identified.



1 61. (New) A system for implementing a computerized prospect list of prospective  
2 purchasers, the system comprising:

3 a database of prospect lists of prospective purchasers, the database associating with  
4 each of a plurality of the prospect lists (i) at least one list purchaser who used the prospect  
5 list and (ii) for each list purchaser who used that prospect list, data that indicate whether  
6 feedback from the list purchaser reported a successful use of that prospect list; and

7 a server computer configured to provide the prospect list to a plurality of list  
8 purchasers via client computers by:

9 identifying, in the database of prospect lists, at least one said prospect list  
10 that the database associates with the first list purchaser and with data that indicate that the  
11 first list purchaser reported a successful use of that prospect list, thereby forming a first list  
12 group of which each member is a prospect list thus identified;

13 identifying, in the database of prospect lists, at least one other list purchaser  
14 indicated by the data to have reported a successful use of a list in the first list group;

15 for each such other list purchaser, identifying, in the database of prospect  
16 lists, one or more prospect lists of which a successful use is indicated by the data to have  
17 been reported by that other list purchaser; and

18 providing the first list purchaser access to a targeted list of prospective  
19 customers drawn from among a second list group consisting of at least one prospect list  
20 thus identified.

1 62. (New) A computer system for generating a targeted list of prospective customers  
2 for a first list purchaser, the computer system comprising:

3 means for storing a database of prospective lists of prospective purchasers, , the  
4 database associating with each of a plurality of the prospect lists (i) at least one list  
5 purchaser who used the prospect list and (ii) for each list purchaser who used that prospect  
6 list, data that indicate whether feedback from the list purchaser reported a successful use of  
7 that prospect list;

8 a network interface for connective the computer system to a computer network, the  
9 computer system being accessible over the computer network via client computers to a  
10 plurality of list purchasers;

11 means for providing a user interface comprising controls whereby a list purchaser  
12 can access information concerning prospect lists stored in the database; and

13 means for generating the targeted list for the first list purchaser, the means being  
14 configured to:

15 identify, in the database of prospect lists, at least one said prospect list that  
16 the database associates with the first list purchaser and with data that indicate that the first  
17 list purchaser reported a successful use of that prospect list, thereby forming a first list  
18 group of which each member is a prospect list thus identified;

19 identify, in the database of prospect lists, at least one other list purchaser  
20 indicated by the data to have reported a successful use of a list in the first list group;

21 for each such other list purchaser, identify, in the database of prospect lists,  
22 one or more prospect lists of which a successful use is indicated by the data to have been  
23 reported by that other list purchaser; and

24 provide the first list purchaser access to a targeted list of prospective customers drawn  
25 from among a second list group consisting of at least one prospect list thus identified.